







Q

Home ▶ All Journals ▶ Journal of Psychology and Financial Markets ▶ List of Issues ▶ Volume 1, Issue 2 ► Imagery, Affect, and Financial Judgment

Journal of Psychology and Financial Markets > Volume 1, 2000 - Issue 2

618 147

Views CrossRef citations to date Altmetric

Original Articles

nagery, Affect, and Financial Judgment

Donald G. MacGregor, Paul Slovic, David Dreman & Michael Berry

Pages 104-110 | Published online: 07 Jun 2010

66 Cite this article https://doi.org/10.1207/S15327760JPFM0102 2

> Sample our Business & Industry Journals >> Sign in here to start your access to the latest two volumes for 14 days

66 Citations

Metrics

Reprints & Permissions

Read this article

Abstract

associat

Advance

numb

set d

industry

compan

correlate

perform

measure

Traditional theories of finance posit that the pricing of securities in financial markets should be done according to the quality of their underlying technical fundamentals. However, research on financial markets has tended to indicate that factors other than

technical fundamentals are often used by market participants to gauge the value of

securitie We Care About Your Privacy

offerings

We and our 845 partners store and/or access information on a device, such as unique IDs in cookies to process personal data. You may accept or manage your choices by clicking below, including your right to object where legitimate interest is used, or at any time in the privacy policy page. These choices will be signaled to our partners and will not

affect browsing data. Privacy Policy

We and our partners process data to provide:

Use precise geolocation data. Actively scan device characteristics for identification. Store and/or access information on a device. Personalised advertising and content, advertising and content measurement, audience research and services development.

List of Partners (vendors)

ublic I Accept

Essential Only worth.

Show Purpose

terms of a

valuate a

ns for each

t in

e highly

of

ce as

results

suggest that imagery and affect are part of a coherent psychological framework for evaluating classes of securities, but that framework may have low validity for predicting performance.

Related Research Data

Stock Market Image: The Good, the Bad, and the Ugly

Source: Informa UK Limited

Perceived Risk, Stigma, and Potential Economic Impacts of a High-Level Nuclear Waste

Repository in Nevada

Source: Wiley

A conceptual framework of impression management: new insights from psychology,

sociology, and critical perspectives

Source: Routledge Taylor & Francis Group

Examining the Impact of Product Involvement, Subjective Norm and Perceived

Behavioral Control on Investment Intentions of Individual Investors in Pakistan

Source: LLC "CPC "Business Perspectives"

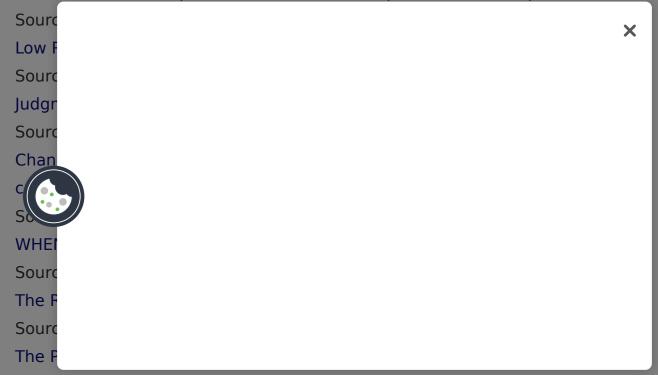
A case of the customers of mutual funds in Finland

Source: Emerald

Biases in judgments reveal some heuristics of thinking under uncertainty.

Source: American Association for the Advancement of Science (AAAS)

Affect account of disposition effect and consequences for stock prices



Source: Cambridge University Press

Biases in judgments reveal some heuristics of thinking under uncertainty.

Source: American Association for the Advancement of Science (AAAS)

Investors' reactions to companies' stakeholder management: the crucial role of

assumed costs and perceived sustainability

Source: Springer Science and Business Media LLC

The affect heuristic in judgments of risks and benefits

Source: Wiley

Biases in judgments reveal some heuristics of thinking under uncertainty.

Source: American Association for the Advancement of Science (AAAS)

The affect heuristic in judgments of risks and benefits

Source: Wiley

Biases in judgments reveal some heuristics of thinking under uncertainty.

Source: American Association for the Advancement of Science (AAAS)

The Role of Corporate Reputation in Determining Investor Satisfaction and Loyalty

Source: Springer Science and Business Media LLC

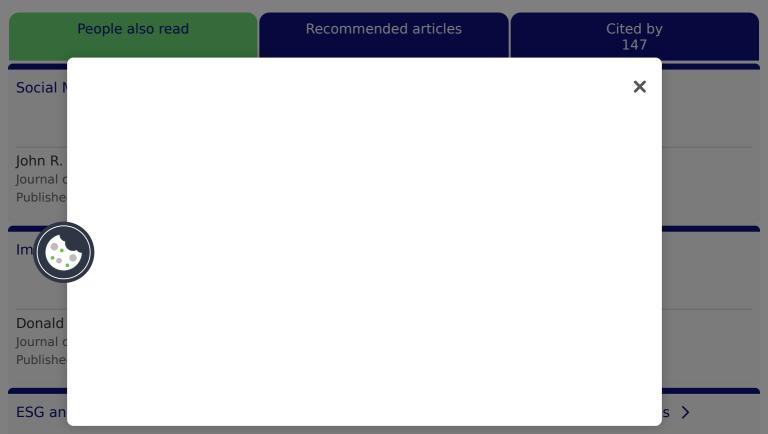
How financial information disclosure affects risk perception. Evidence from Italian

investors' behaviour

Source: Informa UK Limited

Linking provided by Schole plorer

Related research (1)



Gunnar Friede et al.

Journal of Sustainable Finance & Investment

Published online: 15 Dec 2015



View more

Information for Open access

Authors Overview

R&D professionals Open journals

Editors Open Select

Librarians Dove Medical Press

Societies F1000Research

Opportunities Help and information

Reprints and e-prints Help and contact

Advertising solutions Newsroom

Accelerated publication All journal

Corporate access solutions Bo

Keep up to date

Register to receive personalised research and resources by email



Sign me up













or & Francis Group

X